



**Virginia State AmeriCorps Commission
Office on Volunteerism and Community Services
Virginia Department of Social Services**

State Service Plan 2017 – 2020

Introduction

The Virginia AmeriCorps State Commission's 2017-2020 State Service Plan is a three-year plan that will serve as the framework for Commission priorities. The State Plan is based in State Code and is required by the Corporation for National and Community Service. The State Plan will drive the strategic goals and initiatives of the Commission.

History of the Office on Volunteerism and Community Service and the Governor's Advisory Board on Service and Volunteerism

The Office on Volunteerism and Community Service (OVCS) advances and supports national and community service, volunteerism and civic engagement in the Commonwealth of Virginia. OVCS exists to promote and sustain a holistic, cohesive, collaborative statewide system of volunteer service that will be available to all Virginians.

1974 – A statewide meeting of citizens convenes to promote the establishment of a state office on volunteerism.

1975 – Executive Order 25 creates the State Office on Volunteerism. ACTION (now Corporation for National and Community Service), the federal agency on volunteerism, provides a grant for initial funding. **1977** – The General Assembly passes the Virginia State Government Volunteers Act, which encourages the development of volunteer programs within government. The act also authorizes certain standards for volunteer programming and benefits for volunteers.

1979 – Legislation creates the Virginia Division of Volunteerism, which is to encourage and enhance volunteerism in the Commonwealth.

1992 – Legislation that established the Department of Volunteerism is repealed. The governor and General Assembly preserve the department's essential functions, funding and staff in the Department of Social Services under the name Virginia Office of Volunteerism (VOV).

1994 – In response to the National and Community Service Trust Act of 1993 (NCSTA), Virginia submits its first State Plan for National Service and Volunteerism. The Corporation for National and Community Service approves the plan and Governor Allen's Executive Order establishes the Virginia Commission on National Service and Volunteerism. The Commission's charge encompasses a broad approach to supporting and strengthening volunteerism and community service in Virginia.

1995 – The Virginia Commission funds the first State AmeriCorps programs, beginning a rich tradition of national and community service in the Commonwealth.

1997 – The Virginia Commission becomes independent and continues to strengthen national and community service, while VOV carries on its work to support the traditional volunteerism community.

2003 – The Commission and VOV merge to combine their missions, constituencies, and resources.

2004 – 2014 – The Governor’s Advisory Board was continued through Executive Orders.

2006 – The Commission establishes the Virginia Service Foundation.

2007 – The Virginia Service Foundation receives its 501(c) 3 designation from the Internal Revenue Service.

2015 – Codification of Governor’s Advisory Board on Volunteerism (H 2071 – approved) (S 1090 – approved)

Vision

Virginians believe that volunteer service and civic engagement are a responsibility and a privilege. They practice both as an integral part of their daily lives.

Corporations and small businesses, government and nonprofit agencies, civic and grass roots organizations, neighborhoods and communities of faith encourage and provide opportunities for individuals of all ages and backgrounds to transform their communities through service.

State Service Plan Overview

The State Service Plan that follows is an outline of the primary goals and objectives for the next three years. Input to the Plan was received through a widely-distributed survey completed by 186 leaders in the nonprofit, government and volunteerism sectors as well as from members of the Virginia Governor’s Advisory Board on Service and Volunteerism, especially from their recent strategic planning discussions. The State Plan includes three primary goals:

- Promote, grow and recognize the individual and collective impact of service and volunteerism in Virginia.
- Provide support, including capacity building, to Virginia’s volunteer leaders and programs in effectively utilizing volunteers.
- Develop a diverse portfolio of high quality, effective AmeriCorps formula and competitive programs.

These goals and associated objectives will be implemented by the staff team of the Virginia Commission with the support and assistance of the members of the Governor’s Advisory Board on Service and Volunteerism. Section 2.2-2478-2.2-2483 of the Code of Virginia charges the Governor’s Advisory Board on Service and Volunteerism with advising on matters related to promotion and development of national service in the Commonwealth and meeting the provisions of the federal National and Community Service Trust Act of

1993. The Board was established in compliance with the provisions of the National and Communities Trust Act of 1993 under which Virginia receives AmeriCorps State grant funds.



Goal 1: Promote, grow and recognize the individual and collective impact of service and volunteerism in Virginia.

Objectives	Strategies
Promote service and volunteerism opportunities and encourage participation in order to help meet the pressing needs in the Commonwealth.	<ol style="list-style-type: none"> 1. Maximize use of OVCS social media outlets and increase participation 2. Publish monthly comprehensive e-newsletter and increase distribution 3. Gather and distribute stories on service and volunteerism through various medium 4. Support and use the statewide network of the Faith Based and Community Initiative to reach diverse audiences 5. Maintain strong relationships with lead organizations serving older adults and people with disabilities in order to foster participation in volunteerism and national service programs 6. Publicize the availability and application process for all streams of national service (AmeriCorps, VISTA, Senior Corps, NCCC and National Programs) 7. Promote, to AmeriCorps members and companies, the Employers of National Service program and Virginia's participation in the program
Offer easy access to	<ol style="list-style-type: none"> 1. Publicize organized Days of Service, especially those

volunteer and service opportunities in an effort to grow participation	<p>organized by AmeriCorps programs including 9/11 Day of Service, MLK Day, and Mayors, County and Tribal Day of Recognition for National Service</p> <ol style="list-style-type: none"> 2. Support and publicize the month-long initiative Day to Serve 3. Support and require use of the new Service Year Alliance AmeriCorps member application portal 4. Maintain volunteer opportunity search tool on the OVCS web site and Volunteer Center listings
Recognize outstanding volunteerism and service by individuals and groups	<ol style="list-style-type: none"> 1. Assist the Governor in the selection of and recognition ceremony for the winners of the annual Governor's Awards for Service and Volunteerism 2. Develop additional awards and supporting processes to be awarded at the Virginia Conference on Service and Volunteerism 3. Develop a cost and time efficient system to recognize, through a certificate or letter, special volunteerism efforts of citizens and groups throughout the year

Measures of Success

1. Increase by at least 10% each newsletter subscribers, Twitter subscribers, Facebook friends, and web site hits.
2. Increase use of the new Service Year Alliance membership recruitment portal to at least 80% of funded AmeriCorps programs.
3. Develop the selection processes and implement at least 5 new recognition awards at the annual Virginia Conference on Service and Volunteerism.





Goal 2: Provide support, including capacity building, to Virginia’s service and volunteer leaders and programs in effectively utilizing volunteers.

Objectives	Strategies
Support the Virginia Volunteer Center Network and their work	<ol style="list-style-type: none"> 1. Publicize Virginia’s volunteer centers through the OVCS web site and in other communication with citizens 2. Provide organizational and administrative support to the Volunteer Center Network 3. Include the volunteer centers in OVCS special efforts such as the annual conference
Provide quality training opportunities to volunteer leaders and programs	<ol style="list-style-type: none"> 1. Plan and deliver an annual conference on service and volunteerism that supports nonprofit capacity building, personal & professional development, and volunteer management development. Attract at least 350 attendees 2. Provide high quality training related to volunteer management at the annual Virginia Conference on Service and Volunteerism 3. Work to grow use of the Service Enterprise model and, when feasible, invest financial resources to support growth 4. Include, whenever feasible, volunteer leaders and programs in other training opportunities offered by OVCS
Work to identify and support volunteer programs and leaders in Virginia, in addition to those in the Volunteer	<ol style="list-style-type: none"> 1. Gather contact information on volunteer centers, programs and leaders in Virginia 2. Communicate with the volunteer centers, programs and leaders through the monthly OVCS newsletter, the web site and other means

Center Network	<ol style="list-style-type: none"> 3. Gather and analyze information on needs and assets of the volunteer centers, programs and leaders 4. Determine the feasibility of developing a means, such as a listserv, for volunteer programs in Virginia to communicate with each other 5. Promote and support the AmeriCorps Alums chapters in Virginia
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Measures of Success

1. Complete a survey to gather information on volunteer centers, programs and leaders in Virginia. Analyze and summarize the results and share with the respondents to encourage communication among programs.
2. At the annual Virginia Conference on Service and Volunteerism, include at least 5 workshops designed to build the knowledge, skills and abilities of volunteer centers/programs/leaders.
3. Support the expansion of the Service Enterprise model through training and promotion. Seek funding for additional programs to participate.





Goal 3: Develop a diverse portfolio of high quality, effective AmeriCorps formula and competitive programs.

Objectives	Strategies
Fully implement the new strategic investment strategies adopted by the Governor's Advisory Board on Service and Volunteerism	<ol style="list-style-type: none"> 1. Implement a high-competitive formula-funding selection process for 17/18 that results in fewer, larger, stronger programs funded 2. Develop and implement additional methods to build the capacity of programs that receive formula funding 3. Set high expectations for formula-funded programs to apply for competitive funding and assist programs in doing so wherever feasible
Increase the capacity and compliance of funded programs	<ol style="list-style-type: none"> 1. Provide additional, program-specific, training and technical assistance in the areas of performance measurement, fiscal management, member management, regulatory compliance, etc. 2. Based on comprehensive risk assessments, implement new, more rigorous monitoring procedures and resulting action plans
Devote time and resources to outreach and new program development, especially in underserved geographic or focus areas or priority initiatives	<ol style="list-style-type: none"> 1. Identify two underserved areas, geographic or focus or priority initiative, and work with local partners to building capacity of an organization(s) to apply for AmeriCorps funding

Organize, and improve or develop where needed, all required and recommended CNCS policies, procedures and records needed for CNCS or OIG monitoring/audits.	<ol style="list-style-type: none"> 1. Finalize and distribute AmeriCorps program manual with current policies and expectations. Assign staff responsibility for maintaining the manual current at all times 2. Develop and compile all necessary documentation to demonstrate full readiness for any scheduled or ad-hoc reviews of the Virginia State Commission by State or Federal regulators
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Measures of Success

1. Reduce the number of formula subgrantees to be in line with peer-commissions (8 – 12 programs).
2. By the end of this three-year State Plan, have at least five competitively-funded programs.
3. Documentation is in place and current to be ready for any scheduled or ad-hoc reviews of the Virginia Commission by State or Federal regulators.



Governor's Advisory Board on Service and Volunteerism

2016-17

- Jessica Bowser, Director of Outreach, Women Leaders of Virginia; Alexandria
- John Chapman, Member, Alexandria City Council; Alexandria
- Elizabeth Childress, University of Richmond School of Law Student; Richmond.
2016/17 Advisory Board Chair
- Vanessa Diamond, Director and Co-founder of Hands On Greater Richmond; Vice President of the Partnership for Nonprofit Excellence; Richmond
- Omari Faulkner, Strategic Development Director, ManTech International; Bluemont
- Mark Fero, Finance Manager, Public Safety and Enforcement Division, Office of the Attorney General; Ruther Glen
- Terry Frye, Commissioner of Revenue, City of Bristol, VA; Bristol
- Peter Goldin, Associate State Director, AARP Virginia; Richmond
- Ashley Hall, Manager, Capital Region Collaborative; Richmond
- Zachary Leonsis, Vice President & General Manager, Monumental Sports & Entertainment; Washington, DC
- Amy Nisenson, Director, Mary Morton Parsons Foundation and Nonprofit Consultant; Manakin Sabot
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- Karen Stanley, CEO, CARITAS; Richmond
- Julie Strandlie, Gov't. Relations/Grassroots Consultant, Strandlie Advocacy Associates, LLC; Alexandria
- Rachel Thomas, Press Secretary, Emily's List; Washington, DC
- James Underwood, Business Manage, IBEW Local Union 666; Midlothian
- Steven Valdez, Management Consultant, PriceWaterhouse Cooper; Richmond
- Leslie VanHorn, Executive Director, Federation of Virginia Food Banks; Norfolk
- Leah Dozier Walker, Community and Minority Affairs Liaison, Virginia Department of Education; Richmond
- Tynetta Darden, Ex-officio member; State Program Director; CNCS Virginia State Office; Richmond



Supplemental Virginia State Service Plan for Adults Age 55 and Older

Background

A research brief from the Corporation for National and Community Service (CNCS), *The Health Benefits of Volunteering for Older Americans; A Review of Recent Research* (2006), states "... 18.7 million older adults – more than a quarter of those 55 and older – contributed on average more than three billion hours of service in their communities per year between 2008 and 2010. Older volunteers meet a wide range of community needs - helping seniors live independently in their homes, tutoring and mentoring at-risk youth, providing financial education and job training to veterans and their families, and helping communities recover from disasters. In fact, older adults who volunteer typically volunteer more hours in a year than other age groups. In addition to providing valuable services to individuals and communities, older volunteers are also living active lives through volunteering. A growing body of research shows an association between volunteering and mental and physical health benefits. In particular, older volunteers report lower mortality rates, lower rates of depression, fewer physical limitations, and higher levels of well-being."

This same study from CNCS found that there are several important outcomes for older adults from volunteering. According to the CNCS report, some of these important findings include:

- A study of Americans over age 60 found that those who volunteer reported lower disability and higher levels of well-being relative to non-volunteers. The effects of volunteering were found to be greater than other factors including income, education level, or marriage (Morrow-Howell et al., 2003).
- Previous research has shown that volunteers live longer. This was observed in volunteers age 70 and older (Luoh and Herzog, 2002; Harris and Thoresen, 2005) and, in a more recent national study, among volunteers who were 50 and older (Lee et al 2010).
- Research demonstrates that volunteering is associated with active lifestyles and health benefits, particularly for older Americans. Volunteers not only help their community but also experience better health in their later years, enjoying greater levels of well-being,

lower rates of depression and increased strength and energy. This finding is especially significant given current demographic trends. As our aging population increases – with almost one in every five Americans projected to be age 60 or older by 2030 – there is a great opportunity to engage older Americans in volunteering as a way to meet critical community needs while contributing to longer, healthier lives.

A recent profile of the older adult population in Virginia is included in Virginia’s State Plan for Aging Services, October 1, 2015 – September 30, 2019, developed by the Virginia Department for Aging and Rehabilitative Services. This profile indicates that there are nearly 1.5 million Virginians over age 60 of which 38% live alone, at risk of social isolation.

2015 Virginia State Profile		
Population by Age ¹		
All ages	8,100,653	100.0%
Total 60+	1,484,173	18.3%
60 - 64	460,887	5.7%
65 - 74	586,264	7.2%
75 - 84	311,054	3.8%
85+	125,968	1.6%
Population by Race (60+) ¹		
White	1,172,497	79.0%
Black or African American	230,047	15.5%
American Indian and Alaskan		
Native	2,968	0.2%
Asian	56,399	3.8%
Other	7,421	0.5%
Population by Ethnicity (60+) ¹		
Hispanic or Latino origin (any race)	35,620	2.4%
White alone, not Hispanic or Latino	1,147,266	77.3%
Population by Geographic Area (60+)		
Living in Rural Area*	364,209	24.5%
Population by Gender (60+) ¹		
Male	666,394	44.9%
Female	817,779	55.1%
Financial Status (60+) ¹		
Pop for whom poverty status is determined	1,454,518	100.0%
Below 100% of FPL**	110,543	7.6%
100 – 149% of FPL	122,180	8.4%
Above 150% of FPL	1,221,795	84.0%
Living Situation (60+) ¹		
Households	901,971	100%
Living Alone	348,161	38.6%
Grandparents (60+) ¹		
Living with grandchild(ren)	84,598	5.7%
Responsible for grandchild(ren)	25,231	1.7%
Medically Underserved (60+) ²		
Total Medically Underserved	875,681	
Number of Licensed Long-Term Care Beds		
Total Beds	67,927	
Nursing Facility Beds ³	35,242	
Assisted Living Facility Beds ⁴	32,370	
Mental Health Geriatric Beds ⁵	315	
Adult Foster Care ⁶		
Providers	58	
Number of Residents in Program	74	
Adult Day Care ⁷		
Facilities	73	
Capacity	3,860	
Home Care Services ⁸		
Certified Home Health Agencies	234	
Home Care Organizations	611	
Homemaker & Companion Service Companies ⁹		
Companies (Self-reported)	513	

*A rural county is one in which the county's population density is less than 500 people/square mile, and 90 percent of the county population is in a rural area or the county has no urban area with population of 10,000 or more.

**FPL = Federal Poverty Level

Data Sources:
1: 2009 -2013 American Community Survey 5-Year Estimates; 2: VDH, The Office of Minority Health and Health Equity, email transmission from Adrienne McFadden dated 4/5/15 (adrienne.mcfadden@vdh.virginia.gov); 3: VDH, Office of Licensure and Certification "Directory of Long Term Care Services", updated July, 2013 - www.vdh.virginia.gov/OLC/Facilities; 4: Va. Dept of Social Services, Licensing Division, "Electronic List of Licensed Assisted Living and Adult Day Care Facilities", as of 4/30/14; 5: E-mail transmission from Linda Grasevicz dated 5/01/14, (linda.grasevicz@dbhds.virginia.gov); 6: DARS, Adult Protective Services 7: Virginia Dept. of Social Services, <http://www.dss.virginia.gov/facility/search/adcc.cgi>; 8: VDH, Office of Licensure and Certification "Directory of Home Care Providers in Virginia", updated Nov. 2013 - www.vdh.virginia.gov/OLC/Facilities; 9: Senior Navigator, email transmission from Katie Benghauser dated 4/2/15 (katie@seniornavigator.org)

According to population projections from the Weldon Cooper Center at the University of Virginia, Virginia's older adult population will show huge growth in the coming years. The Weldon Cooper report, Virginia's Diverse and Growing Older Population, by Qian Cai (2009) states:

"Virginia's population is aging. By 2030, Virginians ages 65 and older will grow both in number (by doubling from 900,000 now to 1.8 million), and in percentage of the population (from 12 to 19 percent).

While living longer is good news for individuals and is evidence of the progress of medical, social and economic advances over mortality, a large and growing older population presents both challenges and opportunities for our communities, for the commonwealth and for the nation. These include increased demands on:

Social Security and pension systems,

Health care services,

Health insurance programs (including • Medicare and Medicaid),

Family relationships and support for those in • need of health assistance,

Public transportation,

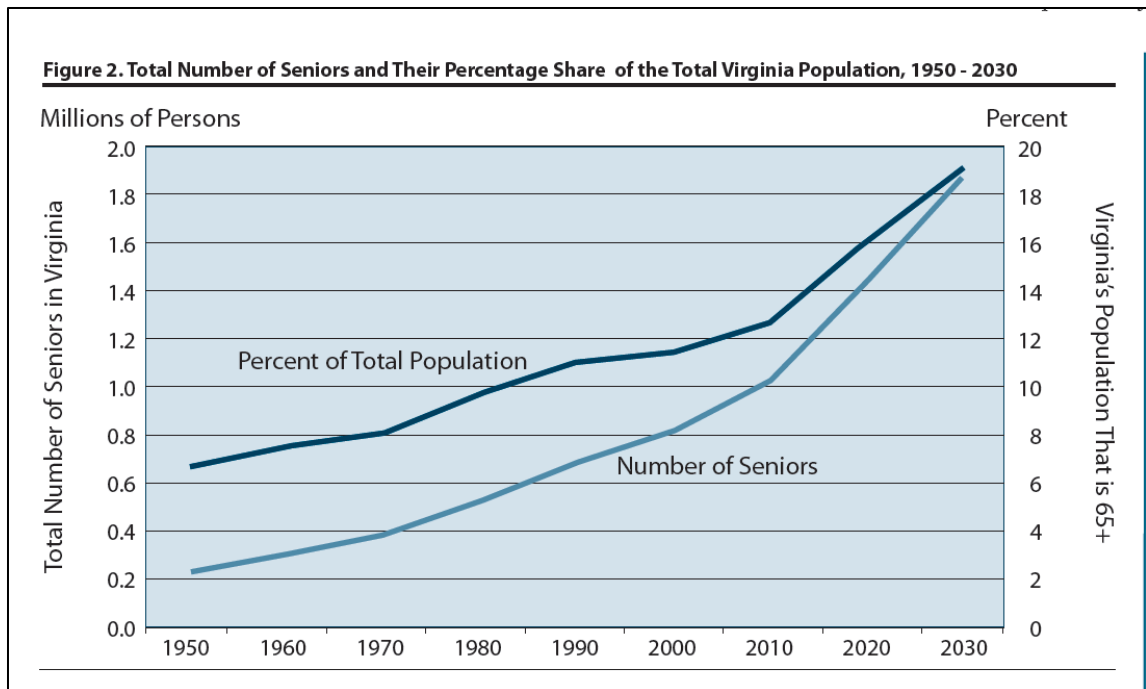
State and local services, and

Housing suitable for older citizens.

At the same time, the aging population is not all a liability. Older Virginians can be great assets to their families, communities and society. A group demographers call the "young-old," those ages 65-84, for example, may remain productive members of the workforce, and may help to compensate for a decrease in the proportion of working-age (16-64) Virginians in the next twenty years. Older Virginians at any age may become valuable community volunteers and may provide care for grandchildren in their homes."

The same Weldon Cooper research provides the following data on projected population growth for older adults:

*"Virginia's senior population, people ages 65 and over, more than tripled between 1950 and 2000, as seen in **Figure 2**. According to census data, in 1950, there were 214,524 Virginians, or 6.5 percent of the total population, ages 65 and older. In 2000, nearly 800,000, or 11.2 percent, were in that age category. The median age of the commonwealth's population increased from 27.3 years in 1950 to 35.7 years in 2000. Population projections show that this aging trend is going to continue. Based on projections, the senior population in Virginia is expected to reach 1.8 million people and make up 19 percent of the statewide population by 2030."*



Weldon Cooper Center; Virginia's Diverse and Growing Older Population, by Qian Cai (2009) <http://www.coopercenter.org/sites/default/files/publications/vanl0409.pdf>

Additional research and data presented by the Weldon Cooper Center at the University of Virginia noted several economic impacts of the aging population in Virginia. According to the presentation, Economic Implications of an Aging Community, by Terry Rephann, Regional Economist, ([aging_regions_11_20_2009.ppt - Center for Economic Studies](#)), these include:

- Retirees have much lower demand for local public services
- Retirees have a relatively high rate of homeownership and generate stable tax revenues, both young old and old old
- Retirees can alter types of public services demanded (e.g., public education) and tax rates
- However, evidence is mixed.
- State effects may differ from local effects
- Residents who age in place do not alter demand for public education
- Their grandchildren attend public schools.
- Household income varies over the life cycle
- Composition changes from earnings to pension, social security, and dividends, interest, and rent income
- The latter categories are more stable than former
- Seniors consume a different bundle of goods and services
- Seniors consume more health care, more housing operations and maintenance, and less of almost everything else
- Seniors attract a large amount of health expenditures when Medicare kicks in.
- Uncompensated costs

Volunteerism in Virginia

According to the 2016 release of the Corporation for National and Community Service's Volunteering and Civic Life in America Survey, 30.6% or about 2 million Virginians volunteer with an overall average of 40 hours of volunteer time per year. Older adults, if defined at age 55 and over, report volunteering at twice that rate or 80 hours per year (from 2013 – 15 research).

Goals and Strategies to Support and Grow Older Adult Volunteerism and Participation in National Service in Virginia

- The Commission will strongly encourage all funded programs to engage adults age 55+ as service participants and beneficiaries.
- Continue to assist the Governor of Virginia in selecting and honoring a Senior Volunteer for one of the annual Governor's Awards for Service and Volunteerism. Use this award and award winner as an opportunity to promote volunteerism by older adults through various media outlets.
- Include the three Senior Corps programs as individual award categories for Member of the Year awards presented at the annual Virginia Conference on Service and Volunteerism.
- Educate grantees on all branches of national service, including those for age 55+, so they can maximize recruit for their own programs and/or refer interested older adults to other national service options.
- Partner with a variety of organizations currently serving Virginian's 55+ population to increase awareness and encourage volunteerism, especially the Virginia Department on Aging and Rehabilitative Services, AARP and No Wrong Door.
- Partner with the CNCS State office to increase Senior Corps volunteers in Mayor and County Leaders Day of Recognition events.
- Encourage AmeriCorps State and Competitive grantees to include Senior Corps volunteers in local events and training and all National Days of Service.
- Support the Virginia Day to Serve project which includes support for older adults as volunteers and beneficiaries of volunteer projects. It also works with Virginia AARP to implement a food drive.
- Work to include one or more training workshops on effective use of older adult volunteers at the annual Virginia Conference on Service and Volunteerism.

- Connect with the Virginia Volunteer Centers to learn about ways in which Virginia volunteer centers are already or planning in the future to leverage and promote volunteers age 55+ and learn how the Commission can support this work.
- Support the expansion and effectiveness of Virginia Senior Corps programs and service areas by assisting the CNCS State Office with potential partnerships and joint presentations.
- Encourage Service Enterprise training, especially if funded through the Commission, to include organizations that have 55+ volunteers and/or beneficiaries.